

Herbert Hoover: “Rugged Individualism” Speech (1928)

America emerged from World War I disillusioned that the conflict did not bring about global harmony and rise of democratic governments around the world. As a result, the United States attempted to revert to isolationism. The 1920s “return to normalcy” brought revival in the business sector. Americans became enamored with big business, mirroring the American sentiment toward industry during the last decades of the 1800s. Business activity and profits increased, and the incomes of many people rose. Hence, most Americans looked to business to provide national direction.

Hoover’s classic articulation of American conservative philosophy condemns the Democratic platform as a misguided attempt to solve the problems of prohibition, farm relief, and electrical power through state socialism; he extols free, private enterprise and initiative, a system of “rugged individualism,” as the foundations of America’s “unparalleled greatness.” Government entry into commercial business, according to Hoover, would destroy political equality, increase corruption, stifle initiative, undermine the development of leadership, extinguish opportunity, and “dry up the spirit of liberty and progress.”

In 1928, Herbert Hoover scored a substantial election victory over Democratic candidate Alfred E. Smith. In doing so, the Republican Party’s dominance of the White House throughout the entire decade of the 1920s was solidified. During the campaign, Hoover emphasized the success of Republicans in leading America throughout the 1920s. It was Hoover’s opinion, and of the Republican Party as well, that much of that success was due to the party’s refusal to allow government to interfere with the free enterprise system. In the final speech of his campaign, he urged voters not to abandon that principle. Following is a portion of that speech, delivered in New York City on October 22, 1928.



This campaign now draws near a close. The platforms of the two parties defining principles and offering solutions of various national problems have been presented and are being earnestly considered by our people.

After four months’ debate it is not the Republican Party which finds reason for abandonment of any of the principles it has laid down, or of the views it has expressed for solution of the problems before the country. The principles to which it adheres are rooted deeply in the foundations of our national life. The solutions which it proposes are based on experience with government and on a consciousness that it may have the responsibility for placing those solutions in action....

The Republican Party has ever been a party of progress. I do not need to review its seventy years of constructive history. It has always reflected the spirit of the American people. Never has it done more for the advancement of fundamental progress than during the past seven and a half years since we took over the Government amidst the ruin left by war....

During the war we necessarily turned to the Government to solve every difficult economic problem. The Government having absorbed every energy of our people for war, there was no other solution....

When the war closed, the most vital of all issues both in our country and throughout the world was whether Governments should continue their wartime ownership and operation of many instrumentalities of production and distribution. We were challenged with a peace-time choice between the American system of rugged individualism and a European philosophy of diametrically opposed doctrines – doctrines of paternalism and state socialism. The acceptance of these ideas would have meant the destruction of self-government through centralization of government. It would have meant the undermining of the individual initiative and enterprise through which our people have grown to unparalleled greatness....

There has been revived in this campaign, however, a series of proposals which, if adopted, would be a long step toward the abandonment of our American system and a surrender to the destructive operation of governmental conduct of commercial business. Because the country is faced with difficulty and doubt over certain national problems – that is, prohibition, farm relief and electrical power – our opponents propose that we must thrust government a long way into the businesses which give rise to these problems. In effect, they abandon the tenets of their own party and turn to State socialism as a solution for the difficulties presented by all three. It is proposed that we shall change from prohibition to the State purchase and sale of liquor. If their agricultural relief program means anything, it means that the Government shall directly or indirectly buy and sell and fix prices of agricultural products. And we are to go into the hydro-electric-power business. In other words, we are confronted with a huge program of government in business.

There is, therefore, submitted to the American people a question of fundamental principle. That is: shall we depart from the principles of our American political and economic system, upon which we have advanced beyond all the rest of the world, in order to adopt methods based on principles destructive of its very foundations? And I wish to emphasize the seriousness of these proposals. I wish to make my position clear; for this goes to the very roots of American life and progress....

Commercial business requires a concentration of responsibility. Self-government requires decentralization and many checks and balances to safeguard liberty. Our Government to succeed in business would need become in effect a despotism. There are once begins the destruction of self-government.

The first problem of the Government about to adventure in commercial business is to determine a method of administration. It must secure leadership and direction. Shall this leadership be chosen by political agencies or shall we make it elective? The hard practical fact is that leadership in business must come through the sheer rise in ability and character. That rise can only take place in the free atmosphere of competition. Competition is closed by bureaucracy. Political agencies are feeble channels through which to select able leaders to conduct commercial business.

Government, in order to avoid the possible incompetence, corruption and tyranny of too great authority in individuals entrusted with commercial business, inevitably turns to boards and commissions. To make sure that there are checks and balances, each member of such boards and commissions must have equal authority. Each has his separate responsibility to the public, and at once we have the conflict of ideas and the lack of decision which would ruin any commercial business. It has contributed greatly to the demoralization of our shopping business. Moreover, these commissions must be representative of different sections and different political parties, so that at once we have an entire blight upon coordinated action within their ranks which destroys any possibility of effective administration...

The effect upon our economic progress would be even worse. Business progressiveness is dependent on competition. New methods and new ideas are the outgrowth of the spirit of adventure, or individual initiative and of individual enterprise. Without adventure there is no progress. No Government Administration can rightly take chances with taxpayers' money.

There is no better example of the practical incompetence of Government to conduct business than the history of our railways. During the war the Government found it necessary to operate the railways. That operation continued until after the war. In the year before being freed from Government operation they were not able to meet the demands for transportation. Eight years later we find them under private enterprise transporting 15 per cent more goods and meeting every demand for service. Rates have been reduced by 15 per cent and net earnings increased from less than 1 per cent on their valuation to about 5 per cent. Wages of employees have improved by 13 per cent. The wages of railway employees are today 121 per cent above pre-war, while the wages of Government employees are today only 65 per cent above pre-war. That should be a sufficient commentary upon the efficiency of Government operation....

I do not wish to be misunderstood in this statement. I am defining a general policy. It does not mean that our Government is to part with one iota of its national resources without complete protection to the public interest. I have already stated that where the Government is engaged in public works for purposes of flood control, of navigation, of irrigation, of scientific research or national defense, or in pioneering a new art, it will at times necessarily produce power or commodities as a by-product. But they must be a by-product of the major purpose, not the major purpose itself.

Nor do I wish to be misinterpreted as believing that the United States is free-for-all and devil-take-the-hindmost. The very essence of equality of opportunity and of American individualism is that there shall be no domination by any group or combination in this Republic, whether it be business or political. On the contrary, it demands economic justice as well as political and social justice. It is no system of laissez faire.

I feel deeply on this subject because during the war I had some practical experience with government operation and control. I have witnessed not only at home but abroad the many failures of Government in business. I have seen its tyrannies, its injustices, its destructions of self-government, its undermining of the very instincts which carry our people forward to progress. I have witness the lack of advance, the lowered standards of living, the depressed spirits of people working under such a system. My objection is based not upon theory or upon a failure to recognize wrong or abuse, but I know the adoption of such methods would strike at the very roots of American life and would destroy the very basis of American progress.

Our people have the right to know whether we can continue to solve our great problems without abandonment of our American system. I know we can. We have demonstrated that our system is responsive enough to meet any new and intricate development in our economic and business life. We have demonstrated that we can meet any economic problem and still maintain our democracy as master in its own house and that we can at the same time preserve equality of opportunity and individual freedom.

In the last fifty years we have discovered that mass production will produce articles for us at half the cost they required previously. We have seen the resultant growth of large units of production and distribution. This is big business. Many businesses must be bigger for our tools are bigger, our country is bigger. We now build a single dynamo of a hundred thousand horsepower. Even fifteen years ago that would have been a big business all by itself. Yet today advance in production requires that we set ten of these units together in a row.

The American people from bitter experience have a rightful fear that great business units might be used to dominate our industrial life and by illegal and unethical practices destroy equality of opportunity.

Years ago the Republican Administration established the principle that such evils could be corrected by regulation. It developed methods by which abuses could be prevented while the full value of industrial progress could be retained for the public. It insisted upon the principle that when great public utilities were clothed with the security of partial monopoly, whether it be railways, power plants, telephones or what not, then there must be the fullest and most complete control of rates, services and finances by Government or local agencies. It declared that these businesses must be conducted with glass pockets.

As to our great manufacturing and distributing industries, the Republican Party insisted upon the enactment of laws that not only would maintain competition but would destroy conspiracies to destroy the smaller units or dominate and limit the equality of opportunity among our people.

One of the great problems of government is to determine to what extent the Government shall regulate and control commerce and industry and how much it shall leave it alone. No system is perfect. We have had many abuses in the private conduct of business. That every good citizen resents. It is just as important that business keep out of government as that government keep out of business.

Nor am I setting up the contention that our institutions are perfect. No human ideal is ever perfectly attained, since humanity itself is not perfect.

The wisdom of our forefathers in their conception that progress can only be attained as the sum of the accomplishment of free individuals has been re-enforced by all of the great leaders of the country since that day. Jackson, Lincoln, Cleveland, McKinley, Roosevelt, Wilson and Coolidge have stood unalterably for these principles.

And what have been the results of our American system? Our country has become the land of opportunity to those born without inheritance, not merely because of the wealth of its resources and industry, but because of this freedom of initiative and enterprise. Russia has natural resources equal to ours. Her people are equally industrious, but she has not had the blessings of 150 years of our form of government and of our social system.

By adherence to the principles of decentralized self-government, ordered liberty, equal opportunity and freedom to the individual our American experiment in human welfare has yielded a degree of well-being unparalleled in all the world. It has come nearer to the abolition of poverty, to the abolition of fear of want, than humanity has ever reached before. Progress of the past seven years is the proof of it. This alone furnishes the answer to our opponents who ask us to introduce destructive elements into the system by which this has been accomplished.

Let us see what this system has done for us in our recent years of difficult and trying reconstruction and let us then solemnly ask ourselves if we now wish to abandon it.

As a nation we came out of the war with great losses. We made no profits from it. The apparent increases in wages were at that time fictitious. We were poorer as a nation when we emerged from the war. Yet during these last eight years we have recovered from these losses and increased our national income by over one-third, even if we discount the inflation of the dollar. That there has been a wide diffusion of our gain in wealth and income is marked by a hundred proofs. I know of no better test of the improved conditions of the average family than the combined increase in assets of life and industrial insurance, building and loan associations, and savings deposits. These are the

savings banks of the average man. These agencies alone have in seven years increased by nearly 100 per cent to the gigantic sum of over fifty billions of dollars, or nearly one-sixth of our whole national wealth. We have increased in home ownership, we have expanded the investments of the average man.

In addition to these evidences of larger savings, our people are steadily increasing their spending for higher standards of living. Today there are almost nine automobiles for each ten families, where seven and a half years ago only enough automobiles were running to average less than four for each ten families. The slogan of progress is changing from the full dinner pail to the full garage. Our people have more to eat, better things to wear and better homes. We have even gained in elbow room, for the increase of residential floor space is over 25 per cent, with less than 10 per cent increase in our number of people. Wages have increased; the cost of living has decreased. The job to every man and woman has been made more secure. We have in this short period decreased the fear of unemployment, the fear of old age; and these are fears that are the greatest calamities of human kind.

All this progress means far more than greater creature comforts. It finds a thousand interpretations into a greater and fuller life. A score of new helps save the drudgery of the home. In seven years we have added 70 per cent to the electric power at the elbow of our workers and further promoted them from carriers of burdens to directors of machines. We have steadily reduced the sweat in human labor. Our hours of labor are lessened; our leisure has increased. We have expanded our parks and playgrounds. We have nearly doubled our attendance at games. We pour into outdoor recreation in every direction. The visitors at our national parks have trebled and we have so increased the number of sportsmen fishing in our streams and lakes that the longer time between bites is becoming a political issue. In these seven and one-half years the radio has brought music and laughter, education and political discussion to almost every fireside.

Springing from our prosperity with its greater freedom, its vast endowment of scientific research and the greater resources with which to care for public health, we have according to our insurance actuaries during this short period since the war lengthened the average span of life by nearly eight years. We have reduced infant mortality, we have vastly decreased the days of illness and suffering in the life of every man and woman. We have improved the facilities for the care of the crippled and helpless and deranged.

From our increasing resources we have expanded our educational system in eight years from an outlay of 1,200 millions to 2,700 millions of dollars. The education of our youth has become almost our largest and certainly our most important activity. From our greater income and thus our ability to free youth from toil we have increased the attendance in our grade schools by 14 per cent, in our high schools by 80 per cent, and in our institutions of higher learning by 95 per cent. Today we have more youth in these institutions of higher learning twice over than all the rest of the world put together. We have made notable progress in literature, in art and in public taste.

We have made progress in the leadership of every branch of American life. Never in our history was the leadership in our economic life more distinguished in its abilities than today, and it has grown greatly in its consciousness of public responsibility. Leadership in our professions and in moral and spiritual affairs of our country was never of a higher order. And our magnificent educational system is bringing forward a host of recruits for the succession to this leadership.

I do not need to recite more figures and more evidence. I cannot believe that the American people wish to abandon or in any way to weaken the principles of economic freedom and self-government which have been maintained by the Republican Party and which have produced results so amazing and so stimulating to the spiritual as well as to the material advance of the nation....

We still have great problems if we would achieve the full economic advancement of our country. In these past few years some groups in our country have lagged behind others in the march of progress. I refer more particularly to those engaged in the textile, coal and the agricultural industries. We can assist in solving these problems by cooperation of our Government. To the agricultural industry we shall need to advance initial capital to assist them to stabilize their industry. But this proposal implies that they shall conduct it themselves, and not by the Government. It is in the interest of our cities that we shall bring agriculture and all industries into full stability and prosperity. I know you will gladly cooperate in the faith that in the common prosperity of our country lies its future.

In bringing this address to a conclusion I should like to restate to you some of the fundamental things I have endeavored to bring out.

The foundations of progress and prosperity are dependent as never before upon the wise policies of government, for government now touches at a thousand points the intricate web of economic and social life.

Under administration by the Republican Party in the last seven and one-half years our country as a whole has made unparalleled progress and this has been in generous part reflected to this great city. Prosperity is no idle expression. It is a job for every worker; it is the safety and the safeguard of every business and every home. A continuation of the policies of the Republican Party is fundamentally necessary to the further advancement of this progress and to the further building up of this prosperity.

I have dwelt at some length on the principles of relationship between the Government and business. I make no apologies for dealing with this subject. The first necessity of any nation is the smooth functioning of the vast business machinery for employment, feeding, clothing, housing and providing luxuries and comfort to a people. Unless these basic elements are properly organized and function, there can be no progress in business, in education, literature, music or art. There can be no advance in the fundamental ideals of a people. A people cannot make progress in poverty.

I have endeavored to present to you that the greatness of America has grown out of a political and social system and a method of control of economic forces distinctly its own – our American system – which has carried this great experiment in human welfare further than ever before in all history. We are nearer today to the ideal of the abolition of poverty and fear from the lives of men and women than ever before in any land. And I again repeat that the departure from our American system by injecting principles destructive to it which our opponents propose will jeopardize the very liberty and freedom of our people, will destroy equality of opportunity, not alone to ourselves but to our children.

To me the foundation of American life rests upon the home and the family . I read into these great economic forces, these intricate and delicate relations of the Government with business and with our political and social life, but one supreme end – that we reinforce the ties that bind together the millions of our families, that we strengthen the security, the happiness and the independence of every home.

My conception of America is a land where men and women may walk in ordered freedom in the independent conduct of their occupations; where they may enjoy the advantages of wealth, not concentrated in the hands of the few but spread through the lives of all, where they build and safeguard their homes and give to their children the fullest advantages and opportunities of American life; where every man shall be respected in the faith that his conscience and his heart direct him to follow; where a contented and happy people, secure in their liberties, free from poverty and fear, shall have the leisure and impulse to seek a fuller life.

Some may ask where all this may lead beyond mere material progress. It leads to a release of the energies of men and women from the dull drudgery of life to a wider vision and a higher hope. It leads to the opportunity for greater and greater service, not alone from man to man in our own land, but from our country to the whole world. It leads to an America, healthy in body, healthy in spirit, unfettered, youthful, eager – with a vision searching beyond the furthest horizons, with an open mind sympathetic and generous. It is to those higher ideals and for these purposes that I pledge myself and the Republican Party.

- In almost every presidential election from 1876 to 1948, the Democratic candidate carried the South by a substantial margin. The notable exception was New York Governor Alfred E. Smith in 1928. Account for the defection by the "Solid South" of the Democratic Party in this election.

- Why does Herbert Hoover favor such a role for the government?

- What did Herbert Hoover view as the reasons for America's prosperity?

- What changes in the American system did Herbert Hoover believe were being suggested by his political opponents?

